

Recent Insurance Experience: Disability

Disability Claims Satisfaction Tracking Study

- ✓ Ongoing telephone interviews with LTD and STD claimants to understand their satisfaction with the claims submission process and payment experience and identify improvement priorities

Impact of Disability PR Study

- ✓ In-person focus groups followed by a large-scale online survey with individuals who experienced an LTD; the research explored the impacts of a long-term disability and the potential mitigation of owning disability insurance and was used for public release



Ad and Message Test

- ✓ Webcam focus groups with individuals who are members of an association to explore reactions to various direct marketing offers (disability, life, dental) and identify ideal messaging and channel

Disability Direct Marketing Evaluation

- ✓ Online quantitative survey of those who did and did not purchase LTD insurance as a result of an emailed offer; assessed reactions to the offer and explored reasons for purchase/non-purchase

Care Network Study

- ✓ In-depth telephone interviews followed by an online survey with care experts, disability claimants, and their caregivers to understand perceptions of and potential interest in a new disability concept